



FOOD & HOTEL VIETNAM 2006

September 27-29, 2006
Ho Chi Minh City, Vietnam

The Market

Vietnam has a dynamic, well-educated population of 83 million consumers. It currently enjoys a stable high annual GDP growth rate. From 2001-2005 the economy grew over 7 percent annually, second only to China in Asia. Growth in the retailing sector is even higher at 10 percent per year for the past 5 years. The outlook for high-value food and beverage products is excellent.

Vietnam is both an opportunity and a challenge for exporters. At times, the maze of apparently conflicting regulations is a formidable barrier to trade, but the country is evolving and it is becoming easier to do business in Vietnam. Its economic integration with its Association of Southeast Asian Nations' neighbors, and its 2001 Bilateral Trade Agreement with the United States have led Vietnam to reduce tariffs and to make its importing procedures less burdensome and more transparent. More progress should be made in these areas when, as expected, Vietnam soon enters the World Trade Organization.

Consumption of imported consumer-ready food products is expanding. Unofficial trade data indicate Vietnam imported over \$260 million of consumer-ready food products in 2004. U.S. consumer-oriented agricultural exports to Vietnam reached a record \$50.6 million, a year-on-year increase of 260 percent. Vietnam's total food, fish and forestry imports in 2004 were estimated at \$2.4 billion.

Why

Modeled after the proven Food & Hotel Asia (FHA) which is held biennially in Singapore, the new *Food & Hotel Vietnam* replicates FHA's essential ingredients for success with a dedicated range of exhibit profiles: fresh & processed food; wines & spirits; bakery ingredients & equipment; foodservice & hotel equipment, furnishing & supplies; and hospitality technology & systems.

Best Prospects

Fresh fruits, dairy products, snack foods, packaged foods (canned fruit & vegetables, canned meat, juices, sauces), dried fruits & tree nuts, wines, chilled & frozen meat, frozen poultry, confectionary

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We hope you will join us at this USDA-endorsed event!